

Contest 4: Communications

Web Site (50 pts):

Timeliness

See [Web Site Contest Activity Details](#) for deadlines.

Content

- Adherence to professional best practices for Web site content
- Audience-appropriate language and tone; average consumers make up the audience for the purposes of this Contest
- Originality, creativity, and interest
- Correct spelling and grammar
- Inclusion of content specified by the Organizers. See [Web Site Contest Activity Details](#) for more information
- Effective and appropriate use of team branding
- Limited use and tasteful integration of Team Sponsor information and adherence to [Regulation 3.2: Event-Sponsor Recognition](#).

Design and Architecture

- Adherence to professional best practices for graphics, photos, color, and typography
- Design is audience appropriate, visually engaging, and consistently branded; average consumers make up the audience for the purposes of this Contest
- Interactive and multimedia elements add value to the site and function correctly
- Speed of load time is appropriately balanced with valuable use of graphics, multimedia, and scripting
- Effective and appropriate use of team branding
- Limited use and tasteful integration of Team Sponsor logos and adherence to [Regulation 3.2: Event-Sponsor Recognition](#)
- Site architecture (organization) and navigation elements are simple, comprehensible, and represent the hierarchical organization of site content
- Graphical navigation elements are easy to use, consistent, and well integrated with content and design.

Coding

Adherence to guidelines and recommended best practices provided by the Organizers; see [Web Site Contest Activity Details](#) for more information.

House Tours (50 pts):

Timeliness

A schedule for House Tour judging will be provided. Teams' tours will be judged "as is" at scheduled times.

Content

- Audience-appropriate language and tone; average consumers make up the audience for the purposes of this Contest
- Originality, creativity, and interest
- Effective and appropriate use of team branding
- Limited use and tasteful integration of Team Sponsor logos and information. Teams must follow [Section 3.3: Sponsor Recognition on the National Mall](#) and [Regulation 3.2: Event-Sponsor Recognition](#)

Presentation

- Demeanor of tour guides toward the public
- Innovative approaches to engaging visitors waiting in long lines outside the houses
- Appropriateness, effectiveness, and originality of tour materials
- Minimization of throwaway materials.

Contest Activity	Points Available
Web Site	50
House Tours	50
TOTAL	100